

LEO BURNETT COMPANY, Inc.

Ad No. 2442—Req. No. 79619—Winfield Reins—Page 4c/Blood—6 1/4 x 9 1/4 in.—Popular Mechanics, 1971 (A)
Printed in U.S.A.

**Come to where
the flavor is.
Marlboro Country.**

Marlboro Red
or Longhorn 100's—
you get a lot to like.

Marlboro

Longhorn

Kings: 20 mg. "tar," 1.3 mg. nicotine—
100's: 22 mg. "tar," 1.5 mg. nicotine av. per cigarette, FTC Report Nov./70



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